Amendments to the Claims

Please cancel claims 7-13.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Claim 1. (Original) A method for providing a search result list, the method comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;

selecting according to bid amount no more than a predetermined number of identified search listings for display to the searcher;

arranging the identified search listings for display in a random order as the search result list; and

communicating the search result list to the searcher.

Claim 2. (Original) The method of claim 1 further comprising:

changing the random order upon subsequent receipt of the search request.

Claim 3. (Original) The method of claim 2 further comprising:

changing the random order periodically

Claim 4. (Original) The method of claim 1 further comprising:

detecting a change in content of the identified search listings for display; and

in response, changing the random order.

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Claim 5. (Original) The method of claim 1 further comprising:

detecting an increased bid amount of a search listing among the identified

search listings for display; and

in response, changing the random order.

Claim 6. (Original) The method of claim 1 further comprising:

applying an algorithm to the probability of displaying a respective search

listing of the identified search listings in a particular location in the

search result list to reduce the randomness of the ordering of the

search result list.

Claims 7-13. (Cancelled)